

Press Release Templates

The examples below include a generic outline for a press release and more detailed examples for a chorus winning a contest award and one for hosting a Division or District contest.

The outline and/or the two other examples can be adapted for a number of purposes such as:

Chapter to compete/perform
Chapter Quartet wins/competes
Chapter Show
Chapter traveling to District/International
Chapter celebrates a landmark event (25th anniversary, for instance)
Chapter participates in a community/charity event
Chapter makes BOTY award

Detailed information on steps to take to get your press release published or broadcasted can be found on the FWD Website under Demystifying Marketing and Marketing Presentation. Go to Media > Documents & Forms > Leadership Academy Presentations > VP Marketing.

Parts of a Press Release

Title or Headline

- The main title of your news. Start with phrases such as “(Your chorus) wins Division contest. Keep it short with active wording.

Lead paragraph

- Highlight the importance of the news in this paragraph. Usually contains three or four lines. It should include most important information since this catches attention of news readers and journalists. Typically the “5 Ws” questions of who, what, when, where and why answered here. Keep it short and highlight what the whole release is all about.

Body

Several paragraphs - further explanation, statistics, background, or other details relevant to the news. Provide quotes from spokespersons when appropriate. They also may include some of the “5 Ws” that were not included in the lead.

Boilerplate

- Generally a short "about" section, providing background on the organization or individual.

Contact Information

- name, phone number, email address, mailing address, or

other contact information for the public (How to get more information about your show or potential membership or whatever you are promoting.)

Ending:

indicates the end of press release

Also list PR or other media relations contact person in the chorus who can be contacted by the media (not the public). If your release is unique, interesting and newsworthy, you may be contacted by Print, TV, Radio or internet outlets for more information and/or an interview.

Media Contact Information: [Chorus Name]; [Address]; [Telephone]; [Website] (Facebook)

Example of Press release

(This is specifically about contest Plateau award winners but can be adapted for other contest awards.)

(Headline) **Harmonyville Harmonaires win contest award**

The Harmonyville Harmonaires (**the who**) are celebrating winning the Plateau AA Chorus award among competitors in the Far Western District Contest (**what**) held Oct. 14-16 (**when**) in Bakersfield, Calif. (**where**)

The 32-man Barbershop chorus, directed by (**name**), was one of five choruses competing in the contest's Plateau AA. The Chorus also placed ninth overall among a total of 21 competing choruses. The Far Western District includes more than 70 chapters throughout California, Arizona, Southern Utah, Nevada and Hawaii.

"We are really pleased to win this award because our score increased by an average of 5 points higher than last year's results," Director (**last name**), said.

The chorus meets weekly at (**time and day**) at (**name and address of venue**). The Harmonaires will be performing its next concert, (**title or theme of show**) on (**date and time**) at (**name and address of venue**).

For information about the concert or membership in the chorus go to its Website, (**Web address**) or call (**land line and/or cell phone**.)

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Media: For press contact only, more information can be obtained from (**name, title, phone number(s), and email address**)

Here's another example if your chorus is sponsoring a District or Division contest and you want the public to know about it (as you should).

Harmonyville Harmonaires to host 5-state Barbershop competition

Dozens of top regional Barbershop quartets and choruses will compete in the annual Far District Contest in Harmonyville on Oct. 14-16.

The contest, hosted by the Harmonyville Harmonaires will be held at **(venue name, address)**. Barbershop Harmony Society-registered quartets and Choruses will be judged and scored in separate contests for this year's Championship title. The Chorus winner will compete in the **(Year)** International Competition in **(City & State plus Dates.)** Quartets that qualified for that contest were selected earlier this year but are competing now for the District Championship.

The quartet competition starts **(Day, Date, Time, etc.)** The chorus competition begins **(Day, Date, Time, etc.)**. A quartet finalist contest followed by a Show of Champions featuring current and past champions will begin at **(Day, Date, Time, etc.)**.

Tickets are available to the public for the quartet and chorus contests and Show of Champions **(Ticket Price/ea.)** Bargain-priced **(Ticket price)** all-event tickets also are available at **(website)**.

ADDITIONAL INFORMATION:

(This background information gives context to your event).

The Far Western District is one of the largest of 17 nationwide of The Barbershop Harmony Society, with nearly 2,500 members representing 70 chapters throughout California, Arizona, Southern Utah, Nevada and Hawaii.

IMPORTANT NOTE- If the contact number for the Public is different from the number(s) you give to the Press to contact you, make sure you distinguish which number is which by saying: For Press Contact ONLY and not for general publication)